

## ABSTRACT

A scented sole for a shoe comprising at least one scented material compound where the shoe sole give off a unique aroma when at rest and when the sole is in use due to normal friction, heat buildup, and wear; and where normal wear of the shoe sole exposes fresh surface area of scented material compound, where the unique aroma comprises a salient, distinctive, and marketable feature of the shoe comprising the novelty scented shoe sole. Other aspects are disclosed, such as the use of pheromones, smoke-emitting means as a visual effect, and shoe sole plugs or inserts.